



0 278 576
A2

EUROPEAN PATENT APPLICATION

Int. Cl.4: **F25C 1/22** , **A23G 9/22** ,
B65D 85/78

② Date of filing: 09.02.88

⁽⁷¹⁾ Applicant: **UNILEVER NV**
Burgemeester s'Jacobplein 1 P.O. Box 760
NL-3000 DK Rotterdam(NL)

BE CH DE ES FR GR IT LI NL SE AT

⑦¹ Applicant: **UNILEVER PLC**
Unilever House Blackfriars P.O. Box 68
London EC4P 4BQ(GB)

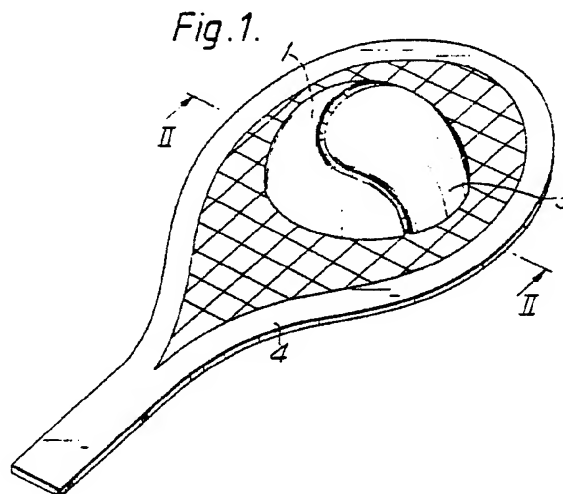
(B4) GB

(72) Inventor: Voßte, Magdalena Aldonse
Osterstrasse 120
D-2000 Hamburg 20(DE)

**74 Representative: Keppels, Willem Richard Engelbertus Gerardus, Drs. et al
Unilever N.V. Patent Division P.O.Box 137
NL-3130 AC Vlaardingen(NL)**

⑤4 Ice confection in a package.

57) 3D ice confection product in an impervious package, comprising a pre-shaped, self-supporting part, exactly conforming to the shape of part of the ice composition product, and a transparent, flexible part being in tight engagement with the corresponding surface of the product. The self-supporting part may be provided with an outwardly extending flange lying in a plane, which flange may be provided with a decorative design and/or shape.



ICE CONFECTION IN A PACKAGE

The invention relates to a 3D ice confection in an impervious package. "3D" in the ice confection art relates to shapes comprising protruding parts preventing their demoulding by simple withdrawal from a one-end-open rigid mould. The last few years 3D ice confection products receive a lot of attention and many fancy shapes such as fairy and strip characters and animals are moulded into ice confection material. Normally, the ready ice confection products are packed in opaque packaging material, loosely enclosing the products, such as by flow wrapping. As a result, the attractive shape is entirely hidden and becomes visible again after the consumer has bought it. Using transparent packaging material does not result in a permanent visibility because it gets dim even if anti-fogging coatings are applied.

The invention seeks to take more advantage of the attractive shape of 3D ice confection products and, in a preferred embodiment, even to add visual appeal thereto. For that the invention provides a 3D ice confection product as defined, enclosed in packaging material, part of which material being self-supporting and pre-shaped so as to exactly conform to the shape of the ice confection product, the remainder being transparent, flexible and in tight engagement with the corresponding surface of the ice confection product.

A 3D ice confection product usually has a front position such as the face in case of characters and it is preferred that this front position at least is in engagement with transparent packaging material.

In a convenient and preferred embodiment, the self-supporting part is provided with an outwardly extending flange lying in a plane. This flange may be very wide and is suitable for decoration and advertisement purposes. This flange can also be given a defined shape adding some visual appeal to the 3D ice confection.

The invention also relates to a method of packaging a 3D ice confection product wherein a sheet of self-supporting packaging material is thermoformed by a pressure difference, so that its internal shape is substantially complementary to the shape of part of the ice confection product, the product is put into this thermoformed part and tightly enclosed by skin packing with a transparent packaging material.

The invention will be exemplified in the following non-limiting description of some embodiments which are shown in the drawings.

Fig. 1 is a perspective view of a ball-shaped ice confection product on a racket.

Fig. 2 is a cross-sectional view of Fig. 1.

In Fig. 1 and Fig. 2 a ball 1 of an ice confection product is shown, enclosed in a two-piece package.

The lower part 2 is pre-shaped in a usual manner such as by thermoforming, so that the internal shape thereof is substantially complementary to say half of the ball 1 of ice confection material. The outwardly extending flange 4 of this part is shaped and decorated as a tennis racket. The ball-shaped ice confection product 1 is accommodated into the pre-shaped part 2 and the package is completed by a usual skin packing process with transparent, flexible material, thereby forming the other part 3 of the package, lying closely against the surface of the ice confection product 1. By the self-adhesive properties of the usual material used for skin packing the two parts of the package are united.

Claims

1. 3D ice confection product as defined, enclosed in an impervious package of packaging material, characterised in that part of the packaging material is self-supporting and has been pre-shaped so as to exactly conform to the shape of the ice confection product and the remainder is transparent and flexible and being in tight engagement with the corresponding surface of the product.

2. 3D ice confection product according to claim 1, characterised in that the transparent, flexible packaging material has been put in engagement with the product by skin packing.

3. 3D ice confection product according to claim 1 or 2, characterised in that the self-supporting part is provided with an outwardly extending flange lying in a plane.

4. 3D ice confection product according to claim 3, characterised in that the flange is provided with a decorative design and/or shape.

5. A method of packaging a 3D ice confection product, characterised in that a sheet of self-supporting packaging material is thermoformed by a pressure difference so that its internal shape is substantially complementary to the shape of part of the ice confection product, this product is put into this thermoformed part and is tightly enclosed therein by skin packing with a transparent packaging material.

6. A method according to claim 5, characterised in that the thermoformed part of the self-supporting packaging material is given a relatively

wide flange which, while or after closing the package, is shaped to a fancy shape adding visual appeal to the product.

5

10

15

20

25

30

35

40

45

50

55

3

Fig.1.

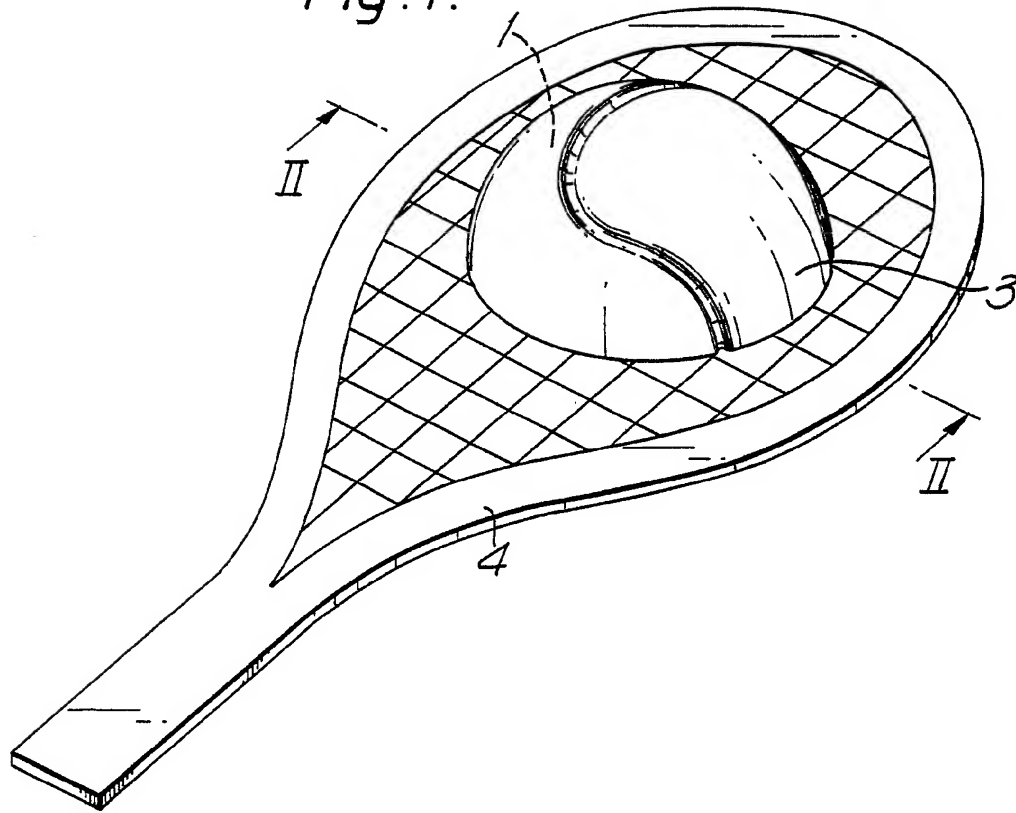


Fig.2.

